F.T.C. WARNING ROTATION REQUIREMENTS FOR CAMBRIGE AD SLICKS

Cambridge

SELECTING THE CORRECT SURGEON GENERAL'S WARNING STATEMENT AND "TAR" AND NICOTINE DISCLOSURE

Federal law requires that all cigarette advertisements carry a Surgeon General's Warning (usually referred to as a "warning box") and a "tar" and nicotine disclosure.

The law covers the size of the warning box and "tar" and nicotine disclosure, as well as the statements inside the warning box.

There are four different statements that appear inside the warning box. For each cigarette brand, they rotate on a predetermined quarterly schedule. The Approved Quarterly Calendar Rotation Schedule for the Cambridge brand is shown here.

Two different size warning statements have been provided. These warning statements cannot be altered, omitted, or used in any way other than that specified. The horizontal statement must be used in layouts 1,2,and 3. The vertical statement must be used in layout 4 only.

If you have any questions regarding use of warning boxes, please contact your Philip Morris sales representative.

Approved Quarterly Calendar Rotation Schedule for Cambridge Only

Date submitted for production **January 1 through March 31,** use this warning statement:	SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.
Date submitted for production **April 1 through June 30,** use this warning statement:	SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
Date submitted for production **July 1 through September 30,** use this warning statement:	SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
Date submitted for production **October 1 through December 31,** use this warning statement:	SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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SELECTING THE CORRECT SIZES

The law also specifies the sizes at which the warnings and disclosures must appear. Sizes are determined by measuring the overall size of the cigarette advertising to be run.

The warning boxes and "tar" and nicotine disclosure statements included in this package can be used for ads measuring up to 36 square inches in total area. The area is determined by multiplying the height of the ad by the width.

If you wish to run a larger ad, please contact your Philip Morris sales representative for additional sizes of warning boxes.

© Philip Morris Inc. 1992

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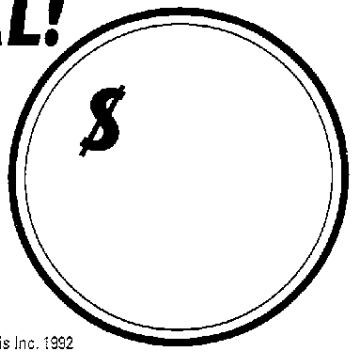
SUGGESTED ROTO LAYOUTS

Important Notice

Every cigarette ad is required by law to include the proper Surgeon General's Warning and "tar" and nicotine disclosures. You will find Surgeon General's Warnings and "tar" and nicotine disclosures on the attached pages, as well as instructions on how to use them for the Cambridge brand.

CAMBRIDGE SPECIAL!



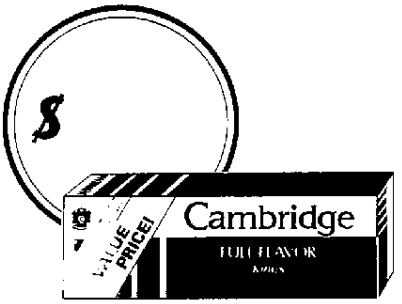
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

LAYOUT 1

CAMBRIDGE SPECIAL!



SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

LAYOUT 4

CAMBRIDGE SPECIAL!

© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

LAYOUT 2

CAMBRIDGE SPECIAL!

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

LAYOUT 3

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2

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ROTO SIZES

Important Notice

The ads shown here include the correct size of the Surgeon General's Warning and "tar" and nicotine statements. They must be included in every cigarette advertisement by law. The message inside the Surgeon General's Warning Box changes quarterly. See page 1, **"Selecting the Correct Surgeon General's Warning Statement and "Tar" and Nicotine Disclosure,"** for instructions.

© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

Place appropriate Surgeon General's Warning here. Dotted lines do not print, but space includes safety area around warning box.

LAYOUT 1

Place appropriate Surgeon General's Warning here. Dotted lines do not print, but space includes safety area around warning box.

© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

LAYOUT 4

© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

Place appropriate Surgeon General's Warning here. Dotted lines do not print, but space includes safety area around warning box.

LAYOUT 2

Place appropriate Surgeon General's Warning here. Dotted lines do not print, but space includes safety area around warning box.

© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

LAYOUT 3

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SUGGESTED FLYER LAYOUTS

Important Notice

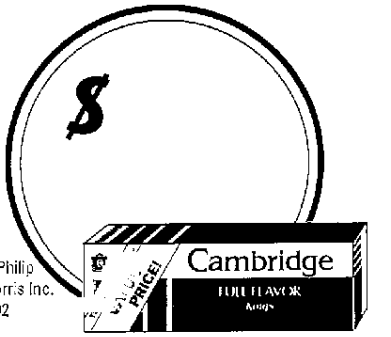
Every cigarette ad is required by law to include the proper Surgeon General's Warning and "tar" and nicotine disclosures. No Surgeon General's Warning Box statements are required for the flyer sizes shown below.

CAMBRIDGE SPECIAL!

© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

CAMBRIDGE SPECIAL!



© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

CAMBRIDGE SPECIAL!

© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

CAMBRIDGE SPECIAL!

© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

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3

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FLYER SIZES

Important Notice

The ads shown here include the correct sizes of the "tar" and nicotine statements for the ad sizes indicated. They must be included in every cigarette advertisement by law. No Surgeon General's Warning statments are required for the flyer sizes shown below.

© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

© Philip Morris Inc. 1992

17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

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Cambridge

CLIP ART

0123456789$¢.

0123456789$¢.

0123456789$¢.

0123456789$¢.

0123456789$¢.

0123456789$¢.

0123456789$¢.

0123456789$¢.

Note: Use © Philip Morris Inc. 1992 for cover dates through December 31, 1992.
Beginning January 1, 1993, use © Philip Morris Inc. 1993.

© Philip Morris Inc. 1992	© Philip Morris Inc. 1992	© Philip Morris Inc. 1993	© Philip Morris Inc. 1993
© Philip Morris Inc. 1992	© Philip Morris Inc. 1992	© Philip Morris Inc. 1993	© Philip Morris Inc. 1993
© Philip Morris Inc. 1992	© Philip Morris Inc. 1992	© Philip Morris Inc. 1993	© Philip Morris Inc. 1993
© Philip Morris Inc. 1992	© Philip Morris Inc. 1992	© Philip Morris Inc. 1993	© Philip Morris Inc. 1993
© Philip Morris Inc. 1992	© Philip Morris Inc. 1992	© Philip Morris Inc. 1993	© Philip Morris Inc. 1993
© Philip Morris Inc. 1992	© Philip Morris Inc. 1992	© Philip Morris Inc. 1993	© Philip Morris Inc. 1993

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CLIP ART

CAMBRIDGE SPECIAL!

CAMBRIDGE SPECIAL!

CAMBRIDGE SPECIAL!

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CLIP ART

With Coupon
With Coupon
With Coupon
With Coupon
With Coupon

With Coupon
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With Coupon

With Coupon
With Coupon
With Coupon
With Coupon
With Coupon

+ Tax
+ Tax
+ Tax
+ Tax
+ Tax

Special Offer
Special Offer
Special Offer
Special Offer
Special Offer

Mfr. Promo.
Mfr. Promo.
Mfr. Promo.
Mfr. Promo.
Mfr. Promo.

Buy 1 Pack Get 1 Free
Buy 1 Pack Get 1 Free
Buy 1 Pack Get 1 Free
Buy 1 Pack Get 1 Free
Buy 1 Pack Get 1 Free

Buy 2 Cartons Get 1 Free
Buy 2 Cartons Get 1 Free
Buy 2 Cartons Get 1 Free
Buy 2 Cartons Get 1 Free
Buy 2 Cartons Get 1 Free

While Supplies Last
While Supplies Last
While Supplies Last
While Supplies Last
While Supplies Last

While Supplies Last
While Supplies Last
While Supplies Last
While Supplies Last
While Supplies Last

CAMBRIDGE SPECIAL!
CAMBRIDGE SPECIAL!
CAMBRIDGE SPECIAL!

CAMBRIDGE SPECIAL!
CAMBRIDGE SPECIAL!
CAMBRIDGE SPECIAL!

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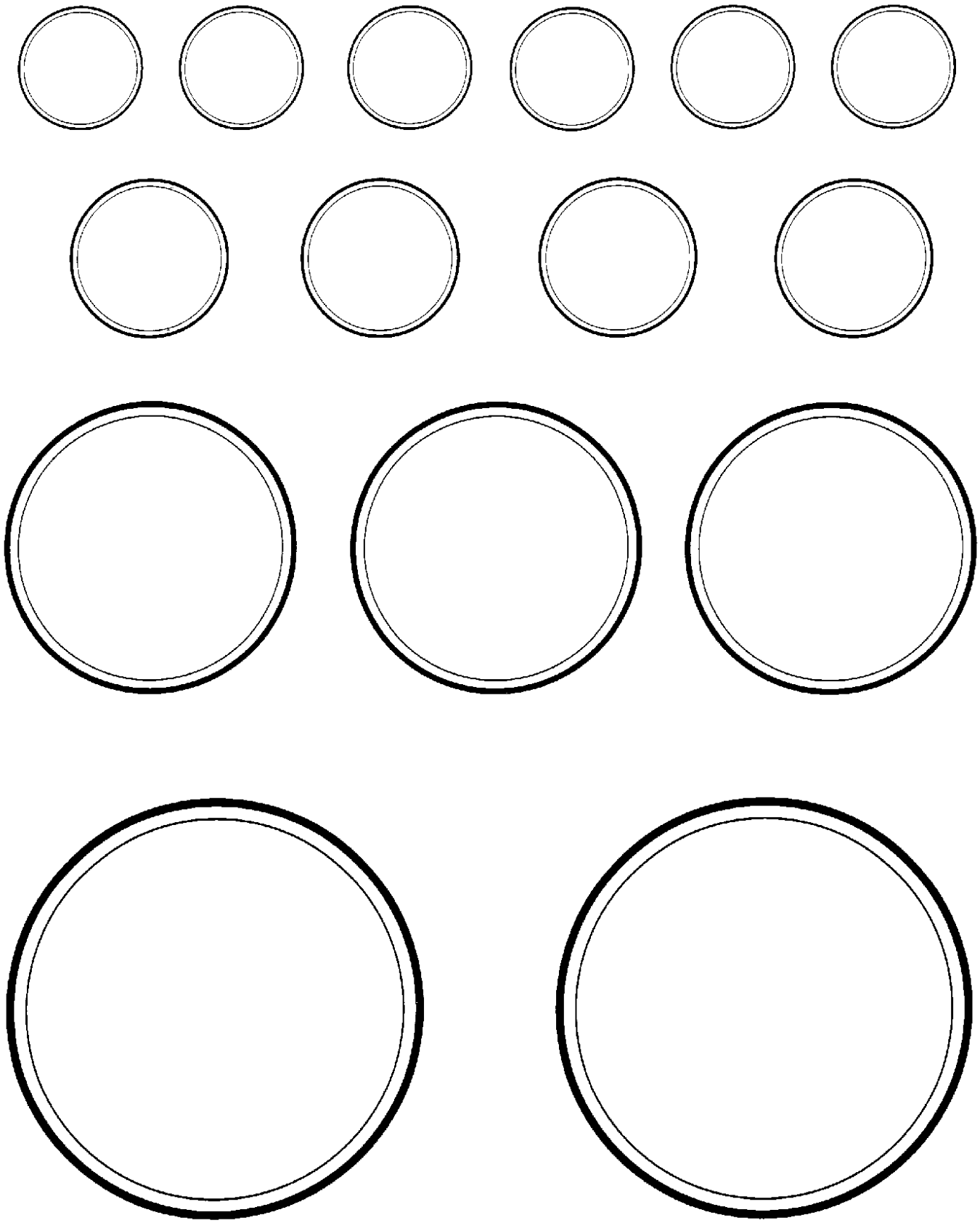
Source: https://www.industrydocuments.ucsf.edu/docs/fsxm0004

CLIP ART



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CLIP ART

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Source: https://www.industrydocuments.ucsf.edu/docs/fsxm0004

Cambridge

SURGEON GENERAL'S WARNING BOX CLIP ART

IMPORTANT NOTICE The Surgeon General's Warnings and "tar" and nicotine disclosures can be used for cigarette ads measuring up to 36 square inches in total area. The area is determined by multiplying the height of the ad by the width. If you are planning larger ads, please contact your Philip Morris sales representative for the correct size warnings and disclosures.

Date submitted for production
JANUARY 1 THROUGH MARCH 31,
use this warning statement

VERTICAL STATEMENT

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

HORIZONTAL STATEMENT

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Date submitted for production
JULY 1 THROUGH SEPTEMBER 30,
use this warning statement

VERTICAL STATEMENT

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

HORIZONTAL STATEMENT

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Date submitted for production
APRIL 1 THROUGH JUNE 30,
use this warning statement

VERTICAL STATEMENT

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

HORIZONTAL STATEMENT

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Date submitted for production
OCTOBER 1 THROUGH DECEMBER 31,
use this warning statement

VERTICAL STATEMENT

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth And Low Birth Weight.

HORIZONTAL STATEMENT

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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Source: https://www.industrydocuments.ucsf.edu/docs/fsxm0004